

Miami-Dade County Community Relations Board
Action Plan to Promote Non-Violence
in Response to the Trayvon Martin Murder Trial and Court Proceedings

December 2012

Need for Intervention and Preparation

The shooting death of 17-year-old Miami-Dade high school student Trayvon Martin in Sanford, Florida on February 26, 2012 has raised many questions and concerns among young people in the community where he lived. On March 22 and 23, demonstrations and/or walk outs took place that involved tens of thousands of students at 31 Miami-Dade County senior and junior high schools. The upcoming legal proceedings that are anticipated against the man accused of murdering Trayvon will re-focus public attention on the case and on issues of intense concern to young people throughout this community. Miami-Dade County needs to be prepared. There is a need to determine how best to engage all of the community resources that will be needed to empower and protect our youth.

1. **Convene an advisory group of youth leaders** to provide guidance to the CRB on messages, activities, social media strategies, outreach, etc. Include children, teenagers and young adults who have demonstrated commitments to intergroup relations including multi-ethnic representatives from youth empowerment/leadership organizations, schools, and colleges/universities and tech-savvy youth previously involved in organizing Justice for Trayvon events in the community. Provide youth with training and tools for conflict resolution and violence prevention.
 - **Work with youth to develop messages** promoting positive youth empowerment, non-violence and leadership development and identify and equip youth as spokesperson.
 - **Convene a youth summit** at the Board of County Commission Chambers, or other venue that is televised throughout the community. The event should be scheduled for two or three hours and include youth and adult panels with opportunities for youth questions/input. Engage youth in discussion of strategies to reduce tensions and promote non-violence; provide information about legal issues relevant to the court proceedings and timelines; communicate messages promoting non-violent social change; identify committed youth leaders; provide a forum for youth discussion and action planning to implement an anti-racial profiling initiative. Invite adult leaders, activists and agency representatives to hear the youth's input and concerns and encourage their future support and cooperation.
 - **Identify, train and equip a team of youth leaders** from diverse communities who will monitor tensions in the community, liaise with youth, community responders and leaders and serve as spokespersons prior to and during the trial and other legal proceedings.

- **Convene a Social Media Advisory Group** made-up of tech-savvy youth to advise the CRB on social media strategies.
- 2. **Convene a CRB Trayvon Martin Action Group** to meet with law enforcement, and other appropriate agencies, officials, activists and youth to respond to issues, events and activities impacting on community relations as they arise in Miami-Dade County.
- 3, **Convene Trayvon Martin Coalition for Non-Violence Campaign** that will engage youth, community and grassroots leaders, elected officials and celebrities in the development and implementation of a county-wide and targeted public information and education campaign. Campaign activities include: development of campaign messages; produce and distribute print, broadcast, news, public service and social media information and education materials; conduct community outreach activities and a media campaign. Campaign activities will include:
 - **Produce a television program** each evening during the trial on Miami-Dade Television (cable) that provides analysis and commentary including descriptions and clarifications of court proceedings from legal experts and reports and discussion about community events/reactions/rumor control from a panel of youth.
 - **Engage faith-based organizations** to keep congregants informed about legal information and non-violence messages during the legal proceedings.
 - **Recruit television and radio stations and media personalities** to keep listeners informed about legal information and non-violence messages during the legal proceedings.
 - **Utilize the CRB website to serve as a central location for information** and links to up-to-date information/posts about the trial and related activities and messages and to prevent and control rumors. Utilize messages and content from the page to create and transmit FACEBOOK and Twitter messages and other social media prior to and during the legal proceedings.

The primary mission of the Miami-Dade County Community Relations Board (CRB) is to intervene quickly and effectively to prevent and reduce community tensions and conflict. The members are prominent local residents, representative of Miami-Dade's diverse community, who are business, civic, government and religious leaders. For nearly 50 years, the CRB (founded in 1963) has served as an advisor to county Mayors, Commissioners and administrators and to the community-at-large on issues impacting intergroup relations.